



# Community Profile

Rings: 1, 3, 5 mile radii

21 E Broad St, Westfield, NJ 07090, USA

Latitude: 40.6505

Longitude: -74.3499

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	16,246	101,421	323,153
2010 Total Population	16,605	103,649	330,530
2019 Total Population	17,370	109,225	344,636
2019 Group Quarters	7	718	2,718
2024 Total Population	17,735	111,600	352,748
2019-2024 Annual Rate	0.42%	0.43%	0.47%
2019 Total Daytime Population	22,152	105,655	326,279
Workers	13,718	52,644	159,606
Residents	8,434	53,011	166,673
<b>Household Summary</b>			
2000 Households	5,855	37,782	118,066
2000 Average Household Size	2.77	2.66	2.71
2010 Households	5,798	38,083	118,970
2010 Average Household Size	2.86	2.70	2.76
2019 Households	6,001	39,756	122,788
2019 Average Household Size	2.89	2.73	2.78
2024 Households	6,098	40,443	125,251
2024 Average Household Size	2.91	2.74	2.79
2019-2024 Annual Rate	0.32%	0.34%	0.40%
2010 Families	4,456	28,262	86,212
2010 Average Family Size	3.33	3.20	3.26
2019 Families	4,595	29,401	88,804
2019 Average Family Size	3.37	3.24	3.30
2024 Families	4,665	29,880	90,524
2024 Average Family Size	3.39	3.25	3.31
2019-2024 Annual Rate	0.30%	0.32%	0.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,971	38,482	121,083
Owner Occupied Housing Units	76.2%	79.4%	72.1%
Renter Occupied Housing Units	21.9%	18.7%	25.4%
Vacant Housing Units	1.9%	1.8%	2.5%
2010 Housing Units	6,032	39,433	124,337
Owner Occupied Housing Units	74.4%	77.7%	70.1%
Renter Occupied Housing Units	21.7%	18.9%	25.6%
Vacant Housing Units	3.9%	3.4%	4.3%
2019 Housing Units	6,233	41,021	128,167
Owner Occupied Housing Units	71.8%	75.1%	67.3%
Renter Occupied Housing Units	24.5%	21.8%	28.5%
Vacant Housing Units	3.7%	3.1%	4.2%
2024 Housing Units	6,315	41,635	130,557
Owner Occupied Housing Units	72.8%	76.4%	68.1%
Renter Occupied Housing Units	23.8%	20.8%	27.9%
Vacant Housing Units	3.4%	2.9%	4.1%
<b>Median Household Income</b>			
2019	\$160,622	\$130,016	\$104,578
2024	\$179,349	\$146,587	\$114,502
<b>Median Home Value</b>			
2019	\$751,025	\$555,825	\$438,636
2024	\$786,447	\$587,265	\$466,189
<b>Per Capita Income</b>			
2019	\$76,441	\$64,277	\$51,073
2024	\$83,599	\$71,715	\$57,344
<b>Median Age</b>			
2010	39.8	41.8	40.4
2019	41.0	43.5	41.7
2024	41.8	44.0	42.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	6,001	39,756	122,788
<\$15,000	2.2%	2.4%	4.4%
\$15,000 - \$24,999	2.5%	3.6%	5.5%
\$25,000 - \$34,999	3.1%	3.7%	5.3%
\$35,000 - \$49,999	4.7%	6.0%	7.7%
\$50,000 - \$74,999	8.7%	10.1%	12.4%
\$75,000 - \$99,999	9.3%	9.9%	11.8%
\$100,000 - \$149,999	16.4%	20.7%	20.5%
\$150,000 - \$199,999	11.5%	14.4%	12.0%
\$200,000+	41.5%	29.2%	20.2%
Average Household Income	\$219,482	\$176,856	\$143,533
<b>2024 Households by Income</b>			
Household Income Base	6,098	40,443	125,251
<\$15,000	2.0%	2.1%	3.9%
\$15,000 - \$24,999	2.2%	3.1%	4.7%
\$25,000 - \$34,999	2.5%	3.0%	4.6%
\$35,000 - \$49,999	4.0%	5.1%	6.7%
\$50,000 - \$74,999	7.4%	8.8%	11.1%
\$75,000 - \$99,999	8.4%	8.8%	11.1%
\$100,000 - \$149,999	15.7%	20.0%	20.7%
\$150,000 - \$199,999	11.9%	15.2%	13.4%
\$200,000+	45.8%	33.8%	23.9%
Average Household Income	\$241,278	\$198,208	\$161,720
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,474	30,806	86,240
<\$50,000	0.2%	0.7%	0.9%
\$50,000 - \$99,999	0.0%	0.3%	0.6%
\$100,000 - \$149,999	0.2%	0.4%	1.5%
\$150,000 - \$199,999	0.2%	1.2%	3.9%
\$200,000 - \$249,999	0.2%	1.6%	5.8%
\$250,000 - \$299,999	0.5%	2.8%	8.8%
\$300,000 - \$399,999	3.8%	14.1%	21.8%
\$400,000 - \$499,999	10.9%	21.0%	17.4%
\$500,000 - \$749,999	33.8%	35.3%	23.6%
\$750,000 - \$999,999	27.2%	13.9%	9.1%
\$1,000,000 - \$1,499,999	15.3%	6.2%	4.3%
\$1,500,000 - \$1,999,999	4.6%	1.3%	1.2%
\$2,000,000 +	3.0%	1.2%	1.1%
Average Home Value	\$853,576	\$627,199	\$527,771
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,598	31,792	88,854
<\$50,000	0.1%	0.2%	0.4%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.1%	0.2%	1.1%
\$150,000 - \$199,999	0.1%	0.9%	3.4%
\$200,000 - \$249,999	0.2%	1.1%	4.9%
\$250,000 - \$299,999	0.3%	2.2%	7.6%
\$300,000 - \$399,999	2.8%	11.9%	20.6%
\$400,000 - \$499,999	9.3%	20.3%	17.6%
\$500,000 - \$749,999	32.9%	37.5%	25.9%
\$750,000 - \$999,999	29.2%	15.7%	10.5%
\$1,000,000 - \$1,499,999	16.7%	7.1%	5.0%
\$1,500,000 - \$1,999,999	5.1%	1.5%	1.4%
\$2,000,000 +	3.3%	1.4%	1.3%
Average Home Value	\$886,573	\$660,553	\$560,952

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2019



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<b>2010 Population by Age</b>			
Total	16,603	103,651	330,531
0 - 4	6.6%	6.2%	6.2%
5 - 9	9.5%	7.6%	6.8%
10 - 14	9.1%	7.6%	7.0%
15 - 24	10.0%	10.0%	11.4%
25 - 34	8.2%	8.9%	11.2%
35 - 44	16.2%	15.1%	14.8%
45 - 54	17.7%	17.0%	16.4%
55 - 64	11.8%	12.5%	12.1%
65 - 74	5.8%	7.1%	6.8%
75 - 84	3.5%	5.2%	4.9%
85 +	1.5%	2.8%	2.5%
18 +	69.7%	74.1%	75.8%
<b>2019 Population by Age</b>			
Total	17,372	109,225	344,636
0 - 4	5.6%	5.4%	5.5%
5 - 9	7.0%	6.4%	6.1%
10 - 14	9.0%	7.7%	6.9%
15 - 24	13.6%	11.6%	11.5%
25 - 34	8.5%	9.1%	11.4%
35 - 44	10.9%	11.6%	12.6%
45 - 54	16.1%	15.1%	14.4%
55 - 64	14.6%	14.8%	14.1%
65 - 74	9.0%	9.9%	9.6%
75 - 84	3.9%	5.3%	5.0%
85 +	1.7%	3.1%	2.8%
18 +	72.8%	76.0%	77.4%
<b>2024 Population by Age</b>			
Total	17,735	111,602	352,748
0 - 4	5.7%	5.4%	5.5%
5 - 9	6.8%	6.2%	5.9%
10 - 14	7.6%	6.9%	6.4%
15 - 24	12.3%	11.0%	10.9%
25 - 34	10.6%	9.9%	11.8%
35 - 44	10.7%	11.9%	13.2%
45 - 54	13.9%	13.6%	13.3%
55 - 64	15.2%	14.7%	13.7%
65 - 74	10.2%	11.1%	10.6%
75 - 84	5.1%	6.4%	6.0%
85 +	1.8%	3.0%	2.7%
18 +	75.1%	77.3%	78.5%
<b>2010 Population by Sex</b>			
Males	8,069	49,783	159,821
Females	8,536	53,866	170,709
<b>2019 Population by Sex</b>			
Males	8,471	52,646	167,435
Females	8,899	56,579	177,201
<b>2024 Population by Sex</b>			
Males	8,669	53,965	172,035
Females	9,066	57,635	180,713

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,605	103,649	330,530
White Alone	87.6%	84.8%	69.6%
Black Alone	4.5%	6.8%	13.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	4.6%	5.2%	8.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.1%	1.2%	5.4%
Two or More Races	2.1%	1.9%	2.5%
Hispanic Origin	5.6%	6.7%	15.9%
Diversity Index	31.1	36.5	62.6
<b>2019 Population by Race/Ethnicity</b>			
Total	17,370	109,224	344,637
White Alone	83.2%	80.6%	65.0%
Black Alone	5.6%	7.7%	14.6%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	6.3%	6.9%	10.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.7%	1.8%	6.7%
Two or More Races	3.0%	2.7%	3.1%
Hispanic Origin	8.9%	10.4%	20.8%
Diversity Index	41.4	46.2	69.5
<b>2024 Population by Race/Ethnicity</b>			
Total	17,735	111,599	352,747
White Alone	80.6%	78.2%	62.4%
Black Alone	6.2%	8.3%	15.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	7.3%	8.0%	11.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.1%	2.3%	7.6%
Two or More Races	3.5%	3.1%	3.4%
Hispanic Origin	11.3%	13.1%	24.0%
Diversity Index	47.4	51.8	73.1
<b>2010 Population by Relationship and Household Type</b>			
Total	16,605	103,649	330,530
In Households	100.0%	99.3%	99.2%
In Family Households	90.1%	88.3%	87.2%
Householder	27.0%	27.2%	26.0%
Spouse	23.2%	23.0%	20.3%
Child	36.9%	34.2%	33.4%
Other relative	2.2%	2.9%	5.3%
Nonrelative	0.8%	1.0%	2.2%
In Nonfamily Households	9.8%	11.0%	11.9%
In Group Quarters	0.0%	0.7%	0.8%
Institutionalized Population	0.0%	0.6%	0.6%
Noninstitutionalized Population	0.0%	0.1%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,255	75,260	240,955
Less than 9th Grade	0.7%	1.5%	4.4%
9th - 12th Grade, No Diploma	0.9%	1.7%	3.7%
High School Graduate	11.4%	16.2%	21.4%
GED/Alternative Credential	0.2%	0.9%	1.6%
Some College, No Degree	8.6%	12.1%	14.1%
Associate Degree	4.7%	6.8%	6.3%
Bachelor's Degree	37.9%	33.6%	27.5%
Graduate/Professional Degree	35.5%	27.2%	20.9%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,616	87,911	280,644
Never Married	23.3%	26.2%	31.8%
Married	65.9%	60.6%	54.8%
Widowed	4.6%	6.6%	6.2%
Divorced	6.2%	6.7%	7.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.7%	96.8%	95.8%
Civilian Unemployed (Unemployment Rate)	3.3%	3.2%	4.2%
<b>2019 Employed Population 16+ by Industry</b>			
Total	9,117	57,329	181,864
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	2.2%	4.0%	5.0%
Manufacturing	10.1%	8.9%	9.3%
Wholesale Trade	2.9%	3.1%	3.3%
Retail Trade	6.6%	7.9%	9.6%
Transportation/Utilities	3.7%	4.5%	6.6%
Information	4.6%	4.0%	3.4%
Finance/Insurance/Real Estate	21.1%	13.9%	10.9%
Services	45.9%	49.4%	47.6%
Public Administration	2.8%	4.2%	4.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	9,117	57,330	181,865
White Collar	84.0%	80.1%	70.8%
Management/Business/Financial	29.6%	25.2%	19.8%
Professional	32.3%	31.4%	26.9%
Sales	11.6%	10.9%	10.3%
Administrative Support	10.5%	12.7%	13.8%
Services	9.0%	10.3%	14.1%
Blue Collar	7.0%	9.5%	15.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.8%	2.1%	3.4%
Installation/Maintenance/Repair	0.9%	2.3%	2.6%
Production	3.2%	2.4%	4.0%
Transportation/Material Moving	2.1%	2.7%	5.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,605	103,649	330,530
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	5,799	38,083	118,970
Households with 1 Person	18.9%	22.1%	23.2%
Households with 2+ People	81.1%	77.9%	76.8%
Family Households	76.8%	74.2%	72.5%
Husband-wife Families	65.9%	62.6%	56.5%
With Related Children	38.0%	32.2%	28.5%
Other Family (No Spouse Present)	10.9%	11.6%	15.9%
Other Family with Male Householder	2.4%	2.9%	4.2%
With Related Children	1.0%	1.2%	1.9%
Other Family with Female Householder	8.5%	8.7%	11.7%
With Related Children	4.9%	4.3%	6.2%
Nonfamily Households	4.2%	3.7%	4.3%
All Households with Children	44.1%	37.8%	36.9%
Multigenerational Households	2.4%	3.3%	5.0%
Unmarried Partner Households	4.0%	3.7%	4.7%
Male-female	3.2%	3.0%	3.9%
Same-sex	0.8%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	5,799	38,084	118,970
1 Person Household	18.9%	22.1%	23.2%
2 Person Household	28.4%	29.9%	28.8%
3 Person Household	18.7%	17.9%	17.8%
4 Person Household	21.5%	19.3%	17.7%
5 Person Household	9.2%	7.9%	7.8%
6 Person Household	2.5%	2.1%	2.8%
7 + Person Household	0.7%	0.8%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,798	38,083	118,970
Owner Occupied	77.4%	80.4%	73.2%
Owned with a Mortgage/Loan	57.5%	57.6%	52.5%
Owned Free and Clear	19.9%	22.8%	20.8%
Renter Occupied	22.6%	19.6%	26.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,032	39,433	124,337
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Top Tier (1A)	Top Tier (1A)	Pleasantville (2B)
2.	City Lights (8A)	Savvy Suburbanites (1D)	City Lights (8A)
3.	Professional Pride (1B)	Pleasantville (2B)	Top Tier (1A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$30,700,003	\$163,317,698	\$417,967,751
Average Spent	\$5,115.81	\$4,108.00	\$3,403.98
Spending Potential Index	239	192	159
Education: Total \$	\$28,492,935	\$149,490,032	\$374,454,497
Average Spent	\$4,748.03	\$3,760.19	\$3,049.60
Spending Potential Index	298	236	191
Entertainment/Recreation: Total \$	\$47,535,588	\$255,915,030	\$639,455,015
Average Spent	\$7,921.28	\$6,437.14	\$5,207.80
Spending Potential Index	242	197	159
Food at Home: Total \$	\$69,944,227	\$378,282,691	\$972,391,102
Average Spent	\$11,655.43	\$9,515.11	\$7,919.27
Spending Potential Index	225	184	153
Food Away from Home: Total \$	\$51,919,415	\$275,785,316	\$700,727,659
Average Spent	\$8,651.79	\$6,936.95	\$5,706.81
Spending Potential Index	235	189	155
Health Care: Total \$	\$80,647,323	\$442,591,499	\$1,093,174,656
Average Spent	\$13,438.98	\$11,132.70	\$8,902.94
Spending Potential Index	226	188	150
HH Furnishings & Equipment: Total \$	\$30,536,582	\$164,045,900	\$407,704,065
Average Spent	\$5,088.58	\$4,126.32	\$3,320.39
Spending Potential Index	239	194	156
Personal Care Products & Services: Total \$	\$12,711,628	\$67,704,806	\$167,998,807
Average Spent	\$2,118.25	\$1,703.01	\$1,368.20
Spending Potential Index	239	192	154
Shelter: Total \$	\$278,480,123	\$1,491,599,225	\$3,848,076,731
Average Spent	\$46,405.62	\$37,518.85	\$31,339.19
Spending Potential Index	251	203	169
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$37,067,566	\$198,148,178	\$479,813,471
Average Spent	\$6,176.90	\$4,984.11	\$3,907.66
Spending Potential Index	249	201	158
Travel: Total \$	\$36,165,621	\$192,082,678	\$475,205,646
Average Spent	\$6,026.60	\$4,831.54	\$3,870.13
Spending Potential Index	269	215	172
Vehicle Maintenance & Repairs: Total \$	\$15,640,475	\$84,356,849	\$208,986,707
Average Spent	\$2,606.31	\$2,121.86	\$1,702.01
Spending Potential Index	228	185	149

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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